“Child well-being is a public good that benefits all.”

- American Academy of Pediatrics
Colorado Child Well-Being Index

Health Indicators
- Low birth weight births
- Uninsured children
- Overweight or obese children
- Infant mortality rate
- Teen birth rate

Family and Community Indicators
- Single-parent families
- Children in poverty
- Births to women with less than 12 years of education
- Families relying on low cost food

Education Indicators
- High school dropout rate
- Teens not attending school and not working
- Fourth-grade students reading below grade level
Colorado’s Child Population
Between 2000 and 2011, Colorado’s child population grew by almost 11 percent – to more than **1.2 million children**!

Over the same time period, La Plata County’s child population grew by **5 percent (approximately 500 kids)** to **10,528 children**.
Colorado’s Child Population

...is CHANGING!

2000

- Hispanic, 24%
- White, 66%
- American Indian, 1%
- Asian, 2%
- Black, 4%
- Two or More Races, 3%
Colorado’s Child Population

2010

- Hispanic, 31%
- White, 58%
- Asian, 3%
- Black, 4%
- American Indian, 1%
- Two or More, 4%
La Plata County is less diverse than the state as a whole.

2010

- Hispanic, 18%
- American Indian, 5%
- Two or More Races, 3%
- Non-Hispanic White, 74%
OUR VISION
Every child lives in a family that has the resources to provide for his or her most basic needs.
More than one in six Colorado kids lived in poverty in 2011.
Second-fastest growing rate of childhood poverty in the nation since 2000
What does it mean to be poor?

23,050 / year for a family of four
More Realistic Estimates of the Cost of Living

For Families with Two Adults, an Infant and a Preschooler

In La Plata County, it costs more than two and a half times the Federal Poverty Level to meet basic needs for a two-parent family with an infant and a preschooler.

Child poverty varies by region.

Children in Poverty by County, 2011

Percent Children in Poverty by County

U.S. Census Bureau, Small Area Income and Poverty Estimates, 2011

15 percent (1,539 children)
Child Poverty and the Great Recession in La Plata County

La Plata County Children in Poverty

- **2007**: 12.2% (1,159 kids)
- **2011**: 15.0% (1,539 kids)

**Change**: 33 percent increase

Colorado (2011)

- **Children in Poverty**: 17.7%
- **Median Household Income**: $55,530
- **Unemployment**: 8.6%

**Median Household Income**

- **La Plata (2007)**: $53,720
- **La Plata (2011)**: $52,276

**Unemployment**

- **La Plata (2007)**: 3.4%
- **La Plata (2011)**: 6.8%

**Change**: 3 percent decrease

**Unemployment**

- **La Plata (2007)**: 3.4%
- **La Plata (2011)**: 6.8%

**Change**: Nearly doubled
OUR VISION
Every child has the supports to grow up healthy and has access to high-quality health care services.
In 2011...

Only 71 percent of La Plata County babies had mothers who got early prenatal care.

Colorado = 79 percent
10 percent of all La Plata County babies had mothers who smoked during pregnancy

Colorado = 7 percent
13 percent of all La Plata County babies were born without a high school diploma.

Colorado = 16 percent
Maternal and Infant Health

32 percent of all La Plata County babies were born to a single mother

Colorado = 24 percent
20 out of every 1,000 teen girls ages 15 to 19 in La Plata County had a baby.

Colorado = 28
In 2010, **9 percent** of all Colorado kids under 18 were uninsured.
Disparities in insurance status persist.

Children in poverty and children in low-income families are still about twice as likely to be uninsured.

Uninsured Children by Group, 2005-2010

<table>
<thead>
<tr>
<th>Group</th>
<th>2005</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>All children under 18</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Children birth to age 5</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Children in poverty (below 100 percent FPL)</td>
<td>36%</td>
<td>19%</td>
</tr>
<tr>
<td>Children in low-income families (between 100 and 200 percent FPL)</td>
<td>22%</td>
<td>18%</td>
</tr>
</tbody>
</table>

How are Colorado kids covered?

As the number of Colorado children covered by private insurance declines...
How are Colorado kids covered?

As the number of Colorado children covered by private insurance declines...

Public programs like CHP+ and Medicaid are providing a buffer.
Children in La Plata County are more likely to be uninsured.
Here in La Plata County...

• **14 percent** of children enrolled in CHP+ (CO = 10 percent)

• **26 percent** of children enrolled in Medicaid (CO = 30 percent)

• **25 percent** of all children who are eligible for Medicaid or CHP+ are NOT enrolled (CO = 19 percent)

• More than 1,000 children!
La Plata County kids lived in a food-insecure household between 2010 and 2011.

Source: Colorado Department of Public Health and Environment, Child Health Survey.
Hunger and Obesity: A Connection You Wouldn’t Expect

Why do hunger and obesity often coexist?

Low-income families more often experience:

• Lack of access to fresh, healthy foods due to inadequate resources or difficulty getting to supermarkets

• Cycles of food deprivation and overeating

• Fewer opportunities for physical activity

• High stress levels

Source: Centers for Disease Control and Prevention
1 in 3

La Plata County kids were overweight or obese between 2010 and 2011
Since 2005, average monthly participation in SNAP has doubled in Colorado.

Average Monthly SNAP Participation in Colorado

SNAP Participation

Historically, Colorado has had a low SNAP participation rate, but it has improved in recent years. In 2011, **62 percent** of all eligible Coloradans actually enrolled in the program.

Child Safety
Across Colorado, **8 out of every 1,000 children** were victims of abuse or neglect in 2011.
In La Plata County, 12 out of every 1,000 were victims.
Early Learning and Development

OUR VISION
Every child has access to supports for healthy development, including quality early childhood care and education.
Reading aloud to a young child is one of the **best** ways to promote the development of critical language and literacy skills.

In 2011, 93 percent of Colorado children ages 1 to 5 had parents who reported **reading to them three or more days per week**.
More than one in five Colorado kids under age 6 lived in poverty in 2011.

Children Under 6 in Poverty

United States  Colorado

19%  10%

21%  26%

136% since 2000
Adverse childhood experiences have lifelong impacts.

Toxic Stress and Executive Functioning

Childhood Adversity and Developmental Delays

- 1 or 2 risk factors: 0% of children with developmental delays
- 3 risk factors: 10% of children with developmental delays
- 4 risk factors: 20% of children with developmental delays
- 5 risk factors: 40% of children with developmental delays
- 6 risk factors: 60% of children with developmental delays
- 7 risk factors: 80% of children with developmental delays

Source: Barth, et al. Developmental status and early intervention service needs of maltreated children.
Children Under 6 in Poverty and Head Start Enrollment

- Children Under 6 in Poverty
- Head Start/Early Head Start Enrollment

Number of Children

- 36,000
- 11,051
- 85,000
- 14,090
Child Care Capacity by the Numbers

2,032
La Plata County children under age 6 with ALL parents in the workforce

Source: U.S. Census Bureau. 2011 American Community Survey.
997 children in some other form of care

1,035 slots in licensed child care settings

Source: U.S. Census Bureau. 2011 American Community Survey; Qualistar Colorado.
Licensed child care is unaffordable for many families in La Plata County.

In 2011, Colorado ranked as the **fourth-least affordable** state for infant care in a center and the **sixth-least affordable** state for center-based care for a 4-year-old.

**Cost of Licensed Child Care for an Infant and a Preschooler in La Plata County**

As a percentage of median household income:
- Annual child care costs: $18,420 (35%)
- All other annual income: $33,856

As a percentage of income for a family of 3 living at 100% FPL:
- Annual child care costs: $18,420 (96%)
- All other annual income: $670

K-12 Education

OUR VISION
Every child has access to the education he or she needs to graduate from high school, prepared for success in college, career and life.
Full-Day Kindergarten in La Plata County

La Plata County

Colorado

2007-2008: 32%
2008-2009: 54%
2009-2010: 60%
2010-2011: 64%
2011-2012: 67%
2012-2013: 70%
Fourth Grade Reading Proficiency

Overall, fourth grade reading scores improved between 2011 and 2012...

2012 Fourth Grade Reading Proficiency

72%

Eligible for FRL

Durango School District Average

Not eligible for FRL

Source: Colorado Department of Education.
Fourth Grade Reading Proficiency

Overall, fourth grade reading scores improved between 2011 and 2012... but achievement gaps remain wide.

2012 Fourth Grade Reading Proficiency by Income

- Eligible for FRL: 56%
- Durango School District Average: 72%
- Not eligible for FRL: 83%

Source: Colorado Department of Education.
La Plata County Achievement Gaps

CSAP/TCAP Reading Proficiency

- Not eligible for FRL
- All students
- Eligible for FRL


81% 82%
60% 58%

24 pt. gap

CSAP/TCAP Math Proficiency

- Not eligible for FRL
- All students
- Eligible for FRL


52% 65%
27% 45%

20 pt. gap

La Plata County Achievement Gaps
High School Graduation Rates

On-Time Graduation Rates

La Plata County
Colorado

75% 74% 75%
72% 72% 78%

2010 2011 2012

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Future Economic Opportunity

Colorado Poverty Rates by Educational Attainment

- < High school degree: 25%
- High school diploma: 13%
- Some college, associate's degree: 10%
- Bachelor's degree or higher: 5%
What gets measured...

Gets changed.
2013 Legislative Session

By the numbers:

• The legislative session lasts 120 days
  • 2\textsuperscript{nd} Wednesday of January through 2\textsuperscript{nd} Wednesday of May

• 100 Lawmakers
  • 35 Senate
  • 65 House

• 619 bills introduced
  • 440 were passed
  • 179 were killed
Themes of the 2013 Legislative Session

• New Members
• Democratic Control
• Big Issues and Partisanship
• Continued Economic Recovery
Themes of the 2013 Legislative Session

New Members
• Term limits and 2012 election results bring 33 new lawmakers to the Capitol

Democratic Control
• Democratic Governor
• Democratic Majorities:
  • Senate → 20 D / 15 R
  • House → 37 D / 28 R
• Democrats More United than Republicans
Themes of the 2013 Legislative Session

Big and Controversial Issues Lead to a Highly Emotional and Partisan Legislative Session:

- Gun Control
- Mental Health Care
- Medicaid Expansion
- Amendment 64 & Marijuana Regulation
- Civil Unions
- ASSET Bill & Immigration Reforms
- Oil & Gas Regulations
- New Energy Standards and Reforms
- Election Reform
- Future School Finance Act
Long Term Vision:

• Every child has access to supports for healthy development, including quality early childhood care and education.
Early Childhood Legislation

Strengthening the quality of, and increasing access to, early childhood programs.

- **Senate Bill 213** – Future School Finance Act
Child Health

Long-term vision

• Every Child has the support to grow up healthy and has access to high quality health care services
Early Childhood

Building a Strong Early Childhood System in Colorado

• Senate Bill 213 - Future School Finance Act

• House Bill 1117 – Alignment of Early Childhood Programs
Child Health

Protecting and Strengthening the Safety Net

• **Senate Bill 008** - Child Health Plan Plus (CHP+) Wait Period Elimination

• **Senate Bill 200** – Medicaid Expansion
K-12 Education

Long Term Vision:

• Every child has access to the education he or she needs to graduate from high school, prepared for success in postsecondary education, the workforce, and life.
Ensuring Quality Education For All Students

- **Senate Bill 213** – modernizes Colorado’s school financing system for the first time in nearly 20 years in accordance with the principals of alignment to state education policies, accountability, innovation, equity, and sufficiency
  - (Signed by Governor – pending Ballot Measure)
Purpose

• Equip child advocates with resources to ensure that children’s issues are on the minds of Colorado lawmakers
• Help child advocates and voters become more knowledgeable about the issues affecting kids in their communities and throughout Colorado

Resources

• Interactive state House, Senate, and Congressional district maps
• District specific fact sheets
• Download Children’s Campaign’s 2013 Priorities
• Outreach tool kit
Advocate: -n. One who pleads the cause of another.

Legislative advocacy on behalf of children includes supporting laws and policies that are good for children and opposing those that are not.

Effective advocacy requires the use of multiple strategies.

During our 28-year history, the Children’s Campaign has become known for its leadership, data collection, lobbying, grassroots mobilization, consensus building and media outreach on behalf of children.
It’s About Kids (IAK) is the Colorado Children’s Campaign’s statewide grassroots advocacy network.

IAK is led by volunteer leaders who provide guidance and direction to their communities and to the Children’s Campaign by:

- Voicing the unique needs of children in their communities
- Engaging in regular dialogue with policy staff to help shape and support our legislative agenda
- Establishing and maintaining relationships with local policymakers and the media
It’s About Kids Communities

Colorado Children’s Campaign
It’s About Kids Network Communities

IAK Communities
Who Can Advocate?

You—you are the expert!

When you talk about an issue you care about, you are advocating. Advocacy can take many forms—speaking out, letter writing, protesting, voting and even wearing a t-shirt that makes a statement.

Advocacy happens when you meet with a legislator on an important issue, write an editorial for a newspaper, raise awareness for a cause at a community event, or even promote an issue while having dinner with friends.
Provide a Narrative

Tell your story!
Tell the story of a child in your community!

• Facts and statistics only take us so far when advocating to address the challenges children encounter throughout Colorado.

• What do the facts and statistics mean for the lives of children in your community?

• Give live to the facts and statistics by telling a story about a specific child you have known or worked with, or a challenging situation you have witnessed.
The Power of Narratives

For every challenge, a child.
What is Lobbying?

**Lobbying:** Any attempt to influence *specific* legislation

Lobbying involves attempts to influence specific legislation at the local, state, or federal level:

- Contacting any legislative member, legislative staff, or government employee to influence him or her to propose, support, or oppose specific legislation
  - Trying to persuade the public to share your views on a particular legislative proposal
Advocacy vs Lobbying

Advocacy is focused on education about a specific issue on behalf of the people your organization serves.

Lobbying is focused on convincing decision-makers to take a specific position on a specific policy or law.
Advocacy is Communication

**KidsFlash – June 15, 2012**

**Colorado Outperforms 36 States on NAEP 8th Grade Science Assessment**
Colorado students outperformed peers in most other states in a national science assessment last year, according to the National Assessment of Education Progress (NAEP). The NAEP exam is the largest national representative and continuing assessment of U.S. students’ knowledge and skills in various subject areas. Compared to Colorado, only North Dakota had a higher 2011 science score. Fourteen states scored statistically the same, and 36 states scored lower. Colorado’s score also improved significantly between 2009 and 2011, as shown in the graphic at right.

Furthermore, 42 percent of Colorado’s eighth graders scored at or above proficient on the 2011 assessment, compared with 31 percent of eighth graders nationally. Science education encourages curiosity and critical thinking and prepares students to succeed in postsecondary opportunities. We are encouraged by the news about Colorado students’ good performance, but we realize that there is still room for growth and that we must continue our work in closing achievement gaps.

Click here to view The Nation’s Report Card: Science 2011 report.

**CHP+ Co-Pays Increasing for Some Families**
During the 2011 legislative session, the Children’s Campaign worked hard to secure the veto of Senate Bill 11-213, which would have dramatically increased cost-sharing for children enrolled in the Child Health Plan Plus (CHP+) by imposing uniform monthly premiums for families with incomes between 205 and 250 percent of the federal poverty level. At the time, the Children’s Campaign opposed the legislation for a number of reasons specific to the details of the proposal, but we acknowledged the need to address cost-sharing in the CHP+ program. So, following the veto, the Children’s Campaign worked closely with the Colorado Department of Health Care Policy and Financing to develop a more thoughtful, reasonable and practical
Community

T H A N K Y O U